



1915 - 1950
AT IT FOR 35 YEAR'S

Steelcote

RUBBER ENAMEL

STILL LEADS THE PARADE

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STEELCOTE MANUFACTURING CO.
3418 Gratiot Street St. Louis, Mo., U. S. A.

STEELCOTE

SALES MANUAL—*presenting*
facts
figures . . .
functions

1915

CELEBRATING
THE 35th ANIVERSARY
OF STEELCOTE LEADERSHIP

1950

Steelcote

MARCHES ON!

THERE IS A REASON!

Steelcote RUBBER ENAMEL

The only paint that contains Real Rubber

There is nothing like rubber—nothing like Steelcote!

It takes no less than 22 separate operations to manufacture this totally different product with its base of pure para-rubber. The result is a finish that anyone can apply without previous experience of any kind—a finish that costs much less, lasts much longer and makes old cars look like new!

Simply wash the car thoroughly and apply Steelcote Rubber Enamel right over the old paint. Then make this extraordinary test: write your name on the finish while still wet and it will flow together perfectly. This is just evidence that a Steelcote finish leaves no trace of brush-mark or overlap. That is why any amateur can apply it.

The ravages of the worst weather are as powerless as alkali or acid to effect any surface finished with Steelcote Rubber Enamel. Even hammering or bending cannot cause it to crack, peel or chip—yet the coat is ample and it dries overnight. Get this brilliant lustre on your car. Do it yourself or insist upon it from your car painter. Your dealer will gladly supply a copy of the Steelcote booklet with a host of beautiful colour combinations.



Sole Malta Distributors:
GAUCI BORDA & CO.
Opposite Royal Opera House
Lyon Street
Victoria Gate, Valletta

Steelcote ESMALTE A BASE DE CAUCHO

El único esmalte que contiene verdadero caucho

¡Es algo asombroso! Steelcote deja el coche como nuevo...

So fúndese especial líquido que la brocha deje señal o refleje algo, cuando se seca, su brillo es deslumbrante: parece como si hubiera sido esmalado a fuego.

Steelcote no se desdora ni se cuartea y su duración no admite comparación alguna porque los agentes atmosféricos no le producen ningún efecto.

[Ah, y el coste es insignificante!—Con un bote pequeño o grande, según el tamaño del coche, tiene bastante.]

Pudiera ocurrir que usted no tuviera tiempo de esmalar su coche. Si es fuerte, en el garage pueden hacerlo fácilmente, pero está seguro de que ordene el uso exclusivo de Steelcote. Hay 60 modernas combinaciones de colores en el folleto que su detallista le entregará con mucho gusto.

Fídale uno hoy mismo.



Distribuidor: ALBERTO SARRAHO
Doctor Sarraho, 11 — YERREPE



The

WORLD KNOWS

Ediniz..

Arabaniz

Steelcote

Kauçuk emay ile boyatınız Steelcote, hakikî ve saf kauçukun havlı yeğâne emaydır. İstisnai gayet bealidir, size lazım olan bir kutu Steelcote ve iyi bir boya fırçasıdır.

Kide edeceğiniz lath ve parlak boyadan son derece memnun kalacaksınız. Fırca izleri bırakmaz anlyon yayılır. Rır kat kalfılır. Parlatmak için ayrica verdiğiniz lüzum yoktur.

BUGÜN BOYATINIZ, YARIN KULLANINIZ Bugün öğle vakti Steelcote'la boyadığınız arabanızla yarın sabah hareket edebilirsiniz. Fırında kurutunuz bir emay kadar dayanıklı bir verniktir. Steelcote; Ne hamızattan, ne sıcak sudan ve ne de akali ve jesoollenden kat'lyen müteessir olmaz.

Steelcote, camura, rüzgâra veya güneş maruz kalsa kat'lyen çatlamaz ve daima yamağa kalır. 1'lek bir kutu, küçük bir arabayı ve büyük kat'lyen çatlamaz ve daima yamağa kalır. İstisnai edeceğiniz 20 güzel rengi vardır.

60 karışık renkler.

Ev İçin Dahî Aynen

Mcfrusattı, soğuk hava depolarını, taht kaplamaları, banjo ve matbaktarı ve saireril boyamak için Steelcote kullanınız. Dayanıklı ve parlak bir satlı

EN UN DIA

No quedan marcos de la brocha pintando con

Steelcote RUBBER ENAMEL

El esmalte a base de caucho Sin ser gran pintura, sin contener plastificación, se pinta a brocha con STEELCOTE, el nuevo producto de caucho y se obtiene una superficie tan lisa como a pistola. STEELCOTE cubre bien, hasta un mano sobre la pintura vieja.

Secca en una noche. Blanda mucho, una pista es suficiente para un coche de tamaño mediano. Los pintores que pintan con STEELCOTE, siempre tienen trabajo. Pueden pintar a mano, con pistola y de cualquier color. Es IDEAL PARA TRABAJOS CASEROS.

Para esmaltar muebles de madera y de mimbra, refrigeradores, trabajos interior de madera, camas, etc. Secca dejando una superficie dura, durable y lustrosa. El curado de cualquier color es muy atractivo.

Distribuidores: Car'sa Sarras P. y Cia. Automóviles Sidos, Ramón Peláez y Cia. Alejo Santamaría R.—Medellán.

En Los Climas más Severos Retiene el ESMALTE



Steelcote

A BASE DE CAUCHO SU BRILLO DE ESPEJO!!!

NYHET!



Lakker selv Deres bil, self-aller motorbiler med den nye Steelcote Rubber Enamel. Dette er en ny Gummilak, elastisk, letlydende og hurtig-tørrende.

Lakker Dures til ting — og ikke længere! Sår for stævning, sol og varme. Alle læver.

Steelcote RUBBER ENAMEL

Selges i Fredrikstad hos: Fredrikstad Farvehandel Grevelikbyrgens Farvehandel A/S Hagbart Jakobsens Farvehandel



PAINT YOUR CAR WITH Steelcote RUBBER ENAMEL

You can do it yourself quite easily because Steelcote flows on without brush marks, lap or streak—leaves a smooth finish that looks and lasts like enamel. Being elastic, it won't crack or peel and stays glossing for years.

It is sold in 20 Such Colors (including black and white) in 1/2 and 1 lb. tins. Write for Steelcote's Book, L.C.C. Each envelope treated.

下 周
內之時小數於能
目面新一輛車使
美新久長能且

本公司代理 倫敦 馬勒 穆勒
Muller Maclean & Co., 108, Robinson Road, Singapore.

Steelcote RUBBER ENAMEL

Der Lack vom Gummibaum!

Der ideale Streichlack zum Selbstlackieren

von Automobilen, Motor, Fahrrädern usw.

Jetzt auch in kleinen Dosen für Fahrradlenker!

Bezug durch den Großhandel

Alleinvertrieb und Hauptlager für Deutschland:
R. Timmermann & Co., Hamburg 1, Chliehaus A
Drahtanschrift: Steelcote Hamburg
Fernsprecher 323694

WHY *Steelcote* LEADS

RUBBER ENAMEL

IT'S

S TABLE

T ESTED

E CONOMICAL

E LASTIC

L ONGER WEARING

C OVERAGE

O UTSTANDING

T RUE TONES

EASILY APPLIED

It's

the World's Finest Finish!

TESTED

Steelcote Resists the Enemies of Ordinary Enamels

These are Some of the Rigid Tests that Prove STEELCOTE SUPERIORITY

BENDING TEST

BEND a piece of metal coated with STEELCOTE... even after a year's time. You can bend until the metal breaks but you can't harm the film.



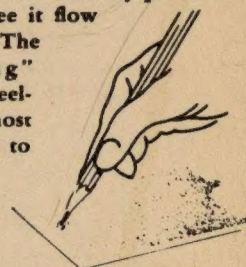
HAMMER TEST

HAMMER STEELCOTE applied to a piece of metal. You may dent the metal, but the tough, durable film remains intact.



SELF-LEVELING TEST

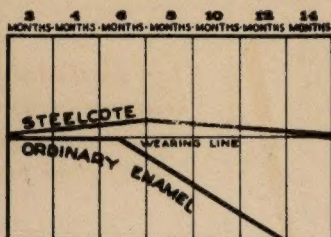
WRITE your name in freshly painted STEELCOTE—see it flow together again. The "self-leveling" properties of Steelcote make it almost an impossibility to leave a brush mark or lap in painting.



WEARING LINE

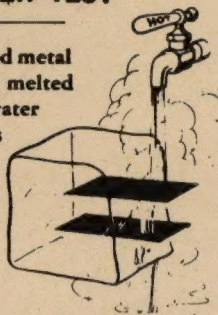
ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE seems to undergo a "chemical baking" process from the elements for the first 6 to 8 months of its life, which hardens the film for many months more of added wear.



ICE AND BOILING WATER TEST

STEELCOTE coated metal frozen in ice and melted out with boiling water shows no ill effects from this sudden change of extreme temperatures.



ACID TEST

MURIATIC ACID eats away metallic zinc—but does not destroy that part coated with STEELCOTE.



SALT WATER—SALT AIR TEST

STEELCOTE wears and wears in the seacoast countries—the islands of the Pacific, Panama, etc., where other enamels, most lacquers, and even aluminum castings, quickly disintegrate.



RAIN, SLEET AND SNOW

LET IT RAIN..... LET IT SNOW! These elements which quickly ruin other finishes, or turn them white, do not bother STEELCOTE.



SUN

A RECENT LETTER from sunny California, which is reproduced elsewhere in this portfolio, tells of 5 years of wear for STEELCOTE... and the car still looks good.



-and RECOMMENDED by USERS

Steelcote Mfg. Co.,
St. Louis, Mo.

Dear Sirs:

Will you kindly send me the stores or jobbers handling Steelcote in N. E. Penna. near Wilkes-Barre, Berwick and so on?

I tried to get it there for a car and had to come back here to get it, about 200 miles.

I used it here on our own cars and after a year in this Salt air, the finish is just the same as when I put it on.

Send me the list and color card as I gave mine away. I would think the Berwick Store Co., Berwick, Pa. would handle it.

It's the best thing I ever came across, only too many people don't know it. I travel quite a bit and give it a good boost to all.

Very truly yours,
T. S. J. Meehan
1046 May Ave.
Ocean City, N. J.

Ocean City, N. J.,
July 23, 1932.

Steelcote Manufacturing Company
St. Louis, Missouri

Dear Sir:-

I personally painted my own car with your Light Green Steelcote Rubber Enamel four years ago. Car has stood out in the trying sun rays of Florida, mountain dew of North Carolina, then Texas rays for another year, and when I traded the Hudson Brougham last July, I know it was the paint job that sold it as it was a 26 model.

as I sold I purchased a 28 Buick Sedan for same price as that surely is a wonderful actual test for your product.

Arriving back in Lake Worth with my Buick and paint it. I had a third of a half pint of the green. I painted hood thinking surely I could buy more and to my dismay I find no merchant in West Palm Beach or here carrying it. I refuse to use their products and told all the merchants why. They claimed the product too high for the demand today. So if it is at all possible, mail C.O.D. one can Black, smallest size for fenders and back of upper body of car and a small can of Light Green.

You may use this letter for any use you see fit as I believe in your product and have sold plenty of it in my time.

Respectfully

Bertha Perkins
Lake Worth
c/o Perkins Motor Company or
Gen. Del.

Lake Worth, Florida
January 21, 1933

R. F. McCREERY, D. S. E.
W. L. KLING, D. S. E.
HELEN J. POLAK, D. N. SMY.

DRS. McCREERY & KLING
WAHOO, NEBRASKA

May 22, 1931.

Steelcote Mfg. Co.,
St. Louis, Mo.

Gentlemen:-

About ten or eleven years ago we put down on our office floors, about six rooms, a light weight battleship linoleum; it was quite expensive. We found that every time anyone stepped on the linoleum it left a dust print and although we mopped the floor in our operation rooms and laboratory several times a day, it always looked dirty. After trying to varnish it several times, we tried grey Steelcote and found it stood up under the hardest use. About once a year, we touch up the spots around our operating chairs, laboratory, telephone, etc., where Steelcote begins to show wear with a heavy new coat of the same paint and afterwards go over the entire floor with a thin coat of the Steelcote.

We have found Steelcote the only paint that will wear on a linoleum.

RPMcC:HP

Yours truly,

Drs. McCreery & Kling

R. F. McCreery

These unsolicited letters
of commendation are
typical of thousands
in Steelcote files.

Please send address of your
dealer that sell your Steelcote Rub-
ber Enamel.

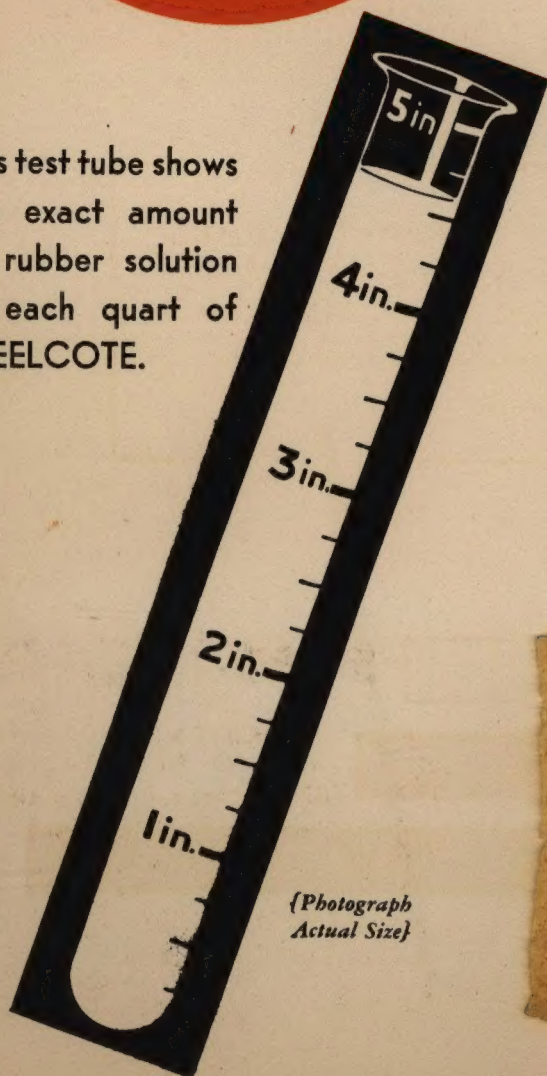
I have had it on my car for five
years on body and still good.

H. A. Higbee
114 Main St.
Huntington Beach, Calif.

ELASTICITY

Genuine RUBBER Plasticizer

This test tube shows the exact amount of rubber solution in each quart of STEELCOTE.



{Photograph
Actual Size}

The Elasticity and Flexibility of Steelcote Rubber Enamel surpasses all other enamels, because Steelcote contains Rubber.

To Steelcote belongs the honor of pioneering the introduction of Rubber as a Plasticizer in enamel. Some enamels are advertised as Rubber Enamels, but no claim is made that they contain rubber, whereas STEELCOTE ACTUALLY DOES CONTAIN RUBBER.



This test tube shows the exact amount of rubber solution in each quart of Steelcote Rubber Enamel. Dr. A. L. Duval D'Adrian, famous chemist of two continents, testifying before the U. S. Federal Trade Commission, had this to say of rubber plasticizers — "Added amounts caused longer drying and gave no greater elongation."

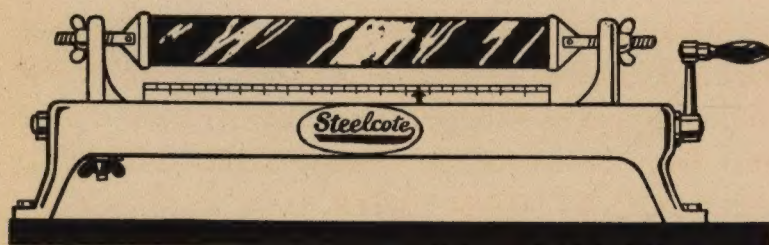


Steelcote Rubber Enamel contains the proper amount of Rubber Plasticizer to make it more flexible and elastic than ordinary enamels.

The "findings" of the Elongation Test proves beyond a doubt the value of Rubber Plasticizer over Liquid Plasticizers, which have a tendency to sweat out or separate.

Rubber is non-oxidizing and should it happen to separate it is plastic and adhesive enough by itself to adhere to the other particles of the enamel **and stay there**, thus protecting the surface for a **much longer period** than either the liquid or solid plasticizers on the market at the present time.

**100%
MORE
ELASTIC**



ELONGATION TESTS

Think! of the added life and wear of STEELCOTE after its life has been doubled.

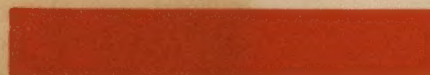
Even before adding the rubber plasticizer, tests show it to have greater elongation than most enamels.

"Tests show an increased elongation of a Steelcote Film from 22% to 44% by the addition of a given percentage of Steelcote rubber solution. Added amounts caused longer drying and gave no greater elongation. The elongation of a well known, highly advertised auto enamel was only 5%."

the
**VALUE
OF
RUBBER
PLASTICIZER**



5 to 20% elongation for ordinary enamels



22% elongation for Steelcote before adding rubber plasticizer



44% elongation for Steelcote Rubber Enamel

EASILY APPLIED

No skill or experience required when you use

STEELCOTE RUBBER ENAMEL

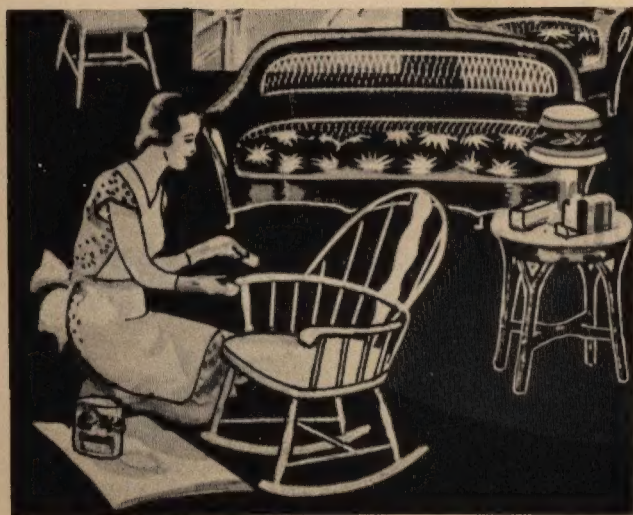
because

It is Self-Leveling

Will not show Laps or Brush Marks

One Coat Covers

Covers MORE Surface



The auto owner or housewife using it for the first time will, with ordinary care, get a fine finish. All that is necessary is to follow the simple directions on the container.

Steelcote Rubber Enamel makes it easy for the amateur. No skill or experience in handling it necessary.



LONGER WEAR

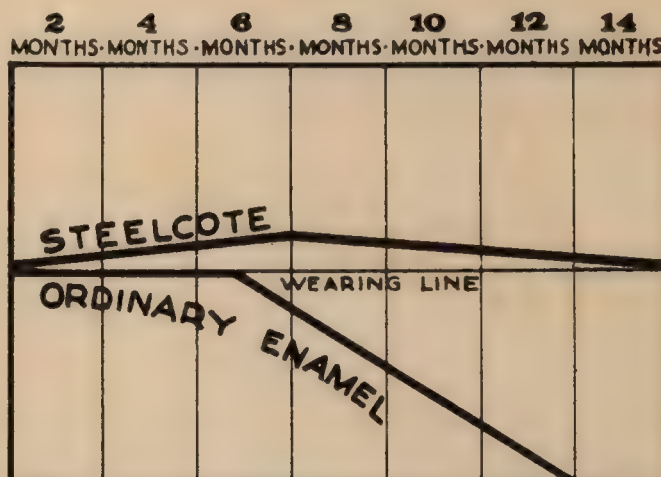
THE DURABILITY OF STEELCOTE HAS NEVER BEEN SUCCESSFULLY CHALLENGED.
STEELCOTE WILL AND HAS PASSED, MANY RIGID TESTS THAT
ORDINARY ENAMELS CANNOT SURVIVE

WEARING LINE

ORDINARY enamels start wearing from their first day of exposure.

STEELCOTE, containing Rubber which gives it a plastic film, actually seems to undergo a "chemical baking" process when exposed to the elements for the first six to eight months of its life, during which period the enamel seems to actually improve after which the film hardens for many months more of added wear.

STEELCOTE "WEARS LIKE STEEL"



Steelcote
RUBBER ENAMEL



will not

CRACK

CHIP

CHECK

PEEL

resists

OILS

ACIDS

SALT WATER

ALKALI

GASOLINE

BOILING WATER

ALCOHOL

STEELCOTE IS MADE TO STAND ABUSE

Its beautiful, tough, lasting coat protects millions of dollars worth of property the world over.

COVERAGE

The criterion of all tests is the Coverage Test.

Here again Steelcote has shown its superiority over ordinary enamels. This outstanding advantage that Steelcote holds over ordinary enamels can be traced to these vital facts—The long ageing of the vehicle, the purity of colors and pigments; the double filtering processes and the numerous grindings of pigments. These give Steelcote Rubber Enamel a fineness of texture that is only possible in higher priced enamels like Steelcote. This gives Steelcote more covering capacity and makes Steelcote more economical to use. All of which stands for a superior one-coat enamel, which ultimately spells Coverage with a capital "C."

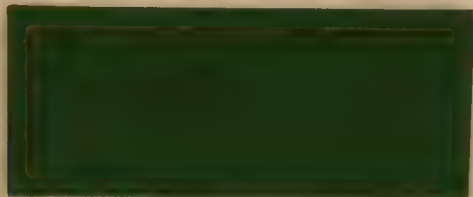


It would require this size can of ordinary enamel to cover the same number of square feet



as this size can of Steelcote would cover.

ONE COAT
STEELCOTE RUBBER ENAMEL

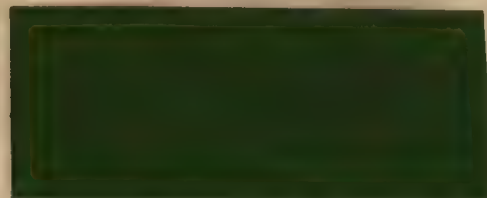


Cheap enamels cover from 350 to 400 square feet per gallon



Steelcote covers 750 square feet per gallon

ONE COAT
ORDINARY ENAMEL



OUTSTANDING



Steelcote

is the Outstanding Finish on the market today

The success of Steelcote Rubber Enamel is due to outstanding Quality, and it is Quality that gives Steelcote

Durability

Flexibility

Easy Application

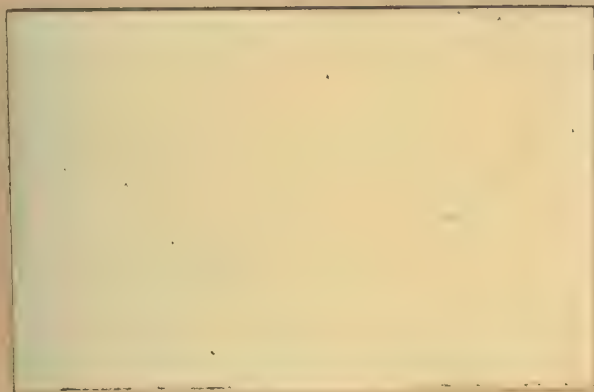
TRUE TONES

The exactness and careful attention of the grinding of Pure Colors, regardless of cost (some colors costing over two dollars a pound) which go into Steelcote permits Steelcote users to express their color personality without fear of easy fading, off-shade or dingy colors.

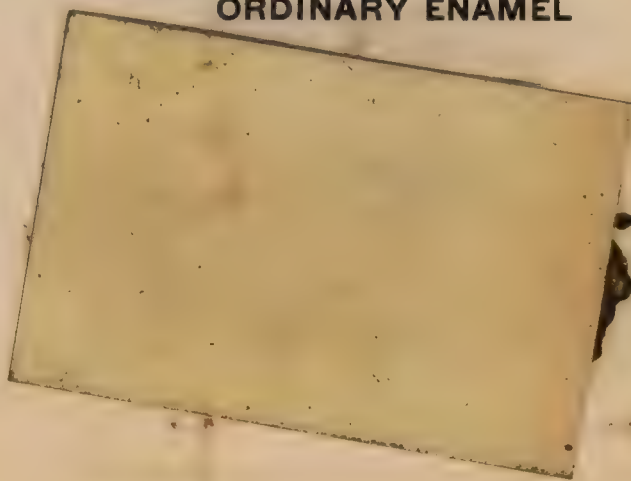
The True Tones of Steelcote colors enables you to secure the WHITEST White and the BLACKEST Black enamel possible to manufacture — Steelcote retains its luster long after cheaper enamels have dulled and faded—another reason for the popularity of Steelcote.



STEELCOTE RUBBER ENAMEL



ORDINARY ENAMEL



STEELCOTE *passes through 22 separate and distinct processes of manufacture!*

ECONOMICAL

Steelcote RUBBER ENAMEL

is more Economical than ordinary enamels

because

- 1 EASILY APPLIED
No need to hire an experienced painter.
- 2 LONGER WEAR
Not necessary to repaint yearly.
- 3 ONE COAT COVERS
Saving labor and time.
- 4 COVERAGE

It therefore costs less to use Steelcote. Covers from 32% to 36% more surface than cheap enamels.

STEELCOTE
RUBBER ENAMEL



ORDINARY ENAMEL

STEELCOTE RUBBER ENAMEL

ORDINARY
ENAMEL



"THE WORLD'S FINEST FINISH"

A FEW REASONS **WHY**

DEALERS **PREFER** SELLING

Steelcote

RUBBER ENAMEL

1

DEALER HARMONY

2

ZONING

3

NON-COMPETITIVE

4

PROTECTIVE PRICES

5

PUBLIC ACCEPTANCE

6

LARGER PROFITS

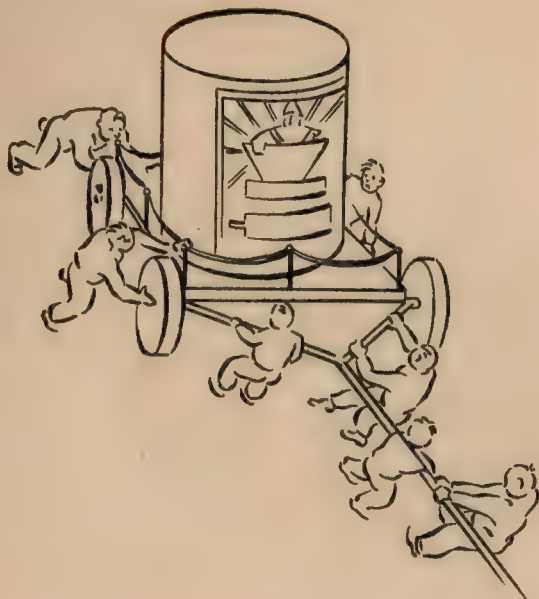
7

CUSTOMER SATISFACTION

8

ADVERTISING

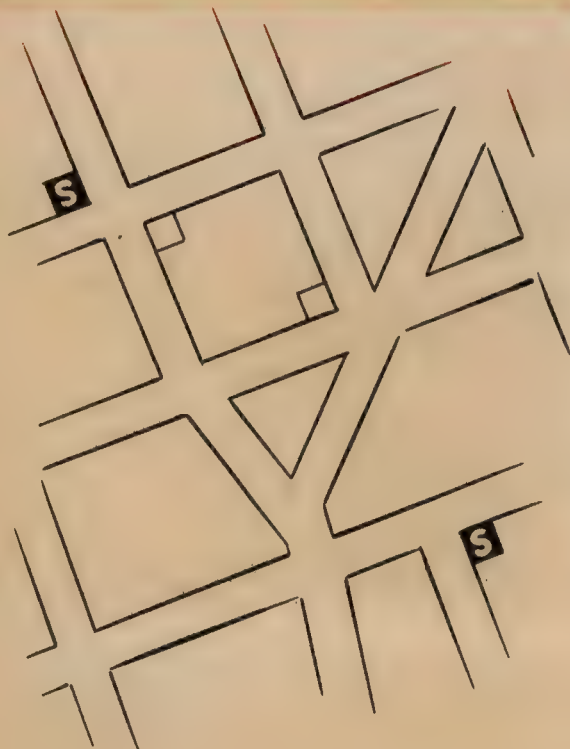
DEALER HARMONY



Realizing the fact that a manufacturer's volume of business depends entirely on the dealers' volume, Steelcote formed the policy of Dealer Harmony.

When a dealer purchases a stock of Steelcote he automatically becomes a member of our organization. He is given every possible assistance in order to make his relationship profitable. Sales helps that have proved helpful to other dealers are passed on to him. His comments are welcomed whether they are flattering or otherwise. His suggestions are carefully considered.

ZONING



Realizing the danger of price abusing, Steelcote has set up a new Zone Policy whereby Steelcote Dealers have exclusive sales rights in their particular trade areas.

Under this new policy all trade areas are marked off in zones and a dealer who purchases a stock of Steelcote will have exclusive sales rights in this zone, as long as he does a satisfactory volume of business. No other dealer will be permitted to carry Steelcote in his zone.

NON-COMPETITIVE

Steelcote Rubber Enamel, not being an ordinary enamel, its dealers have the following advantages to offer their trade over the dealer selling ordinary enamels—

Easy Application
Longer Wear
Coverage
Economy

Due to the new Zone Policy, Steelcote dealers will not have to compete with other Steelcote dealers in their zone.



PROTECTED PRICES

Realizing the unfairness of price-cutting dealers and the dissention of dealers caused by this practice, Steelcote has set up a universal price policy on Steelcote Rubber Enamel and each dealer must adhere to this policy.

Any dealer who violates our price policy will not be permitted to continue as a Steelcote Dealer.



PUBLIC ACCEPTANCE



Originally Steelcote Rubber Enamel was solely manufactured as an automobile enamel and accordingly was manufactured in automobile colors only. Due to the satisfactory results obtained on their cars, people began inquiring for lighter shades, for Furniture, Walls, Woodwork, etc. The demand became so great that soon furniture colors were added to the line. Now Steelcote is fast becoming the leading furniture and wall finish. Steelcote is now being used on Aeroplanes, Battleships and other surfaces where durability and coverage is demanded.

LARGER PROFITS



Steelcote Dealers find that by selling Steelcote Rubber Enamel they earn larger profits than they do when selling ordinary enamels. This is due to the following facts—

- More people demand Steelcote
- Few complaints to settle
- No price-cutting to meet

CUSTOMER SATISFACTION

When Steelcote Dealers sell their customers Steelcote Rubber Enamel they know that customer will be pleased with the finish obtained, thus adding to their prestige as well as inviting the goodwill of their customers.



ADVERTISING

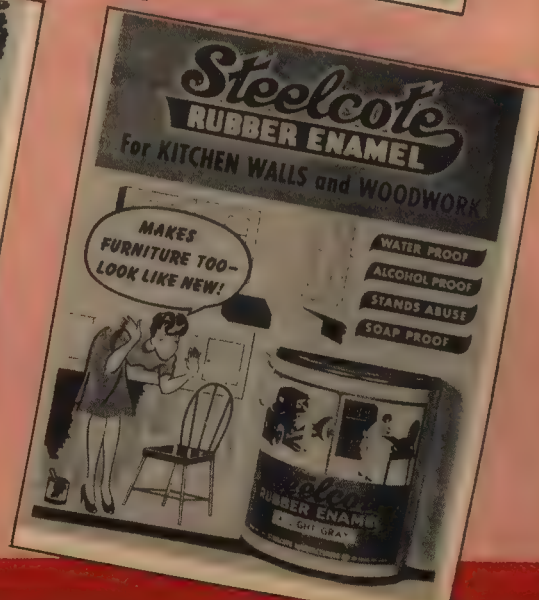
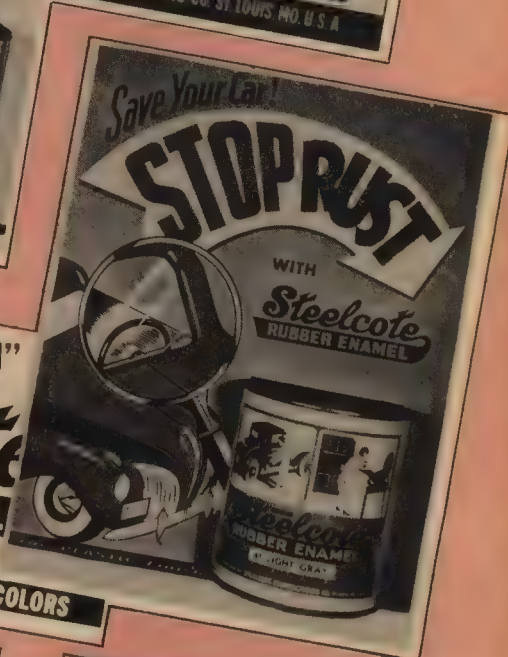


Each year Steelcote appropriates thousands of dollars for advertising, using dealer helps, newspaper, radio and national magazine advertising.

POINT-OF-SALE ADVERTISING

CAUSE — and — EFFECT

Color cards, window cards
and easel-back counter
cards sell for you all day
... every day.



POWERFUL NEW ADS
COMBINING RUBBER ENAMEL
AND LAY-TITE

These ads will appear in metropolitan newspapers dates designated. Altogether over 60,000,000 copies of these papers will be printed and circulated. The impact will be nation wide and the urge to buy Steelcote Rubber Enamel and Lay-Tite will be great. Get "on the band wagon" to obtain your share of this business in your market.



Steelcote RUBBER ENAMEL

30 COLORS TO CHOOSE

FOR BATHROOMS • FURNITURE • BICYCLES • AUTOMOBILES



ENTIRE
JOB
ONLY
\$2.95



REFINISH
A
CHAIR
ONLY
19¢



MADE LIKE NEW
25¢



PERMANENTLY
REFINISHED
FOR AS
LITTLE
AS
\$1.65

THIS MUCH LIQUID RUBBER
IN EVERY QUART

**BEND IT! HAMMER IT!
WON'T CRACK OR CHIP!!**

It's so simple, painting with Steelcote Rubber Enamel that even the most inexperienced can obtain beautiful results. Because of the fine tung oil blended with rubber in special processing, Steelcote Rubber Enamel lives up to its name and protects with a steel-like, resistant finish that is not affected by fresh or salt water, alcohol, acid, weather or abuse. It flows from the brush freely and dries fast into an even glass-like finish leaving no brush marks. Try this amazingly different enamel today. There's a Steelcote dealer near to serve you.

"wears like steel"



LAY-TITE

RUBBER BASE COATING



**MADE WITH PURE LIVE RUBBER
ESPECIALLY FOR
CONCRETE FLOORS
AND WOOD FLOORS**

Here's the floor paint that takes rough treatment... all that you give it and comes back for more, good as new! Withstands acid, alcohol, greases... won't chip, fade or scuff. Outwears ordinary floor paint 3 to 1 on concrete, wood or linoleum. Available in 8 modern colors, also Black, White and Clear.

SOLD BY ALL GOOD PAINT, HARDWARE AND LUMBER DEALERS

DISTRIBUTED BY: (NAME AND ADDRESS)

STEELCOTE MANUFACTURING CO. • 3418 GRATIOT • ST. LOUIS 3, MO.
Manufacturers of "Rubber Coatings" since 1915

78

With Dealer Listing

Boston Record American, May 18, Sept. 7
Chicago Herald American, May 18
Cincinnati Times Star, May 25
Cleveland Press, May 4
Detroit News, June 15, Sept. 21
Kalamazoo Gazette, May 11, Aug. 3
Memphis Commercial Appeal, June 22, Sept. 21

Milwaukee Journal, Sept. 14
Philadelphia Bulletin, May 4
St. Louis Post-Dispatch, April 13
Salt Lake City Tribune, Telegram, May 18
Salt Lake City Deseret News, May 25
San Diego Tribune-Sun & Union, June 8
San Francisco Examiner, April 27

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With Dealer Listing

Los Angeles Examiner, May 18
Providence Bulletin Journal, Sept. 14

Without Dealer Listing

Chattanooga News, Aug. 24
Cincinnati Times Star, Sept. 28
Miami Herald, May 11
Newark News, July 27
New York World Telegram Sun, July 20, Oct. 5
Portland Oregonian, April 27
St. Louis Post-Dispatch, May 4
San Francisco Examiner, Oct. 12

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Chattanooga News, May 18
Newark News, May 11, Oct. 12
New York World, Telegram & Sun, May 11, Sept. 7
Portland, Oregonian, April 13, Aug. 7
Providence Bulletin Journal, May 25

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Jacksonville Times Union, Aug. 3



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Especially made for basement, garage, porch, office floors that get rough treatment. No more worn spots or surface marks with Lay-Tite... actually outwears ordinary enamels 3 to 1! Highly resistant to alkali, acid, alcohol, grease. Easy to apply. Eight colors, plus Black and White; Clear for linoleums.

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Cleveland Press, May 18, Aug. 10, Sept. 21
Detroit News, May 25, Aug. 3, Oct. 12
Kalamazoo Gazette, Sept. 21
Philadelphia Bulletin, Aug. 24
St. Louis Post-Dispatch, April 6, June 22
Salt Lake City Deseret News, April 13, July 6
Wheeling Intelligencer, April 20, July 13

**MADE WITH PURE
LIVE RUBBER
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CONCRETE FLOORS
AND WOOD FLOORS**

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Jacksonville Times Union, April 20
Kalamazoo Gazette, Aug. 17
Memphis Commercial Appeal, May 25
New Orleans Times Picayune, May 4
St. Louis Post-Dispatch, Aug. 24
San Francisco Examiner, Sept. 28
Wheeling Intelligencer, Aug. 24

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YELLOW
GREEN
BLACK
WHITE

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 - NO. 5 PRIVILEGE PANEL SIZE 29-3/4" x 8"
 - NO. 6 PRIVILEGE PANEL SIZE 29-3/4" x 8"
 - NO. 7 PRIVILEGE PANEL SIZE 29-3/4" x 8"
 - NO. 8 PRIVILEGE PANEL SIZE 29-3/4" x 8"
 - NO. 9 PRIVILEGE PANEL SIZE 29-3/4" x 8"
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